

Appendix H

Passenger Service Representative Program

3310-002A



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COMMERCIAL AIR PASSENGER SERVICE REPRESENTATIVE PROGRAM

1. **PURPOSE.** This directive revises policy, responsibility, and procedures for the Passenger Service Representative (PSR) Program to ensure the U.S. Customs Service provides the highest quality customer service possible to commercial air travelers.
2. **POLICY.**
 - 2.1 While all Customs employees involved in passenger processing shall provide customer service in a professional and courteous manner, the PSR is the main on site point of contact for the traveling public to: (a) enhance the Customs image through informed compliance, (b) promote the importance of the Customs mission, and (c) encourage customer satisfaction through personal contact and open dialogue.
 - 2.2 The goal of the PSR Program is to provide 100 percent PSR coverage during peak passenger processing workload periods, seven days a week.
 - 2.3 The PSR position(s) will be staffed by a GS-1890-12 Supervisory Customs Inspector(s) selected from supervisory ranks. The assignment will normally be for two years.
 - 2.4 All PSRs will be provided with dress attire which provides high visibility, enhances the Customs image, and promotes a uniform appearance.
3. **AUTHORITY/REFERENCE.** Executive Order 12862, September 11, 1993, setting customer service standards.
4. **RESPONSIBILITIES.**
 - 4.1 The Assistant Commissioner, Office of Field Operations, has policy oversight for the PSR Program.
 - 4.2 The Directors, Field Operations shall ensure the PSR Program is implemented. Further, the Directors will work with Port Directors to develop staffing alternatives to reach the goal of providing 100 percent PSR coverage during peak passenger processing workload periods, seven days a week.
 - 4.3 Port Directors shall implement the PSR Program in accordance with this policy.

4.4 The PSRs will be the main, on site, point of contact for the traveling public. The PSRs will, through personal contact, interact with inbound passengers (including official protocol requests), and answer Customs questions. The PSR is the point of contact to ensure the processing of passenger complaints and compliments. The PSR will conduct complaint analysis and inquiry, as appropriate, and provide feedback regarding specific complaints or customer service issues.

4.5 The first line supervisors have the responsibility to be in the Customs inspection area and to resolve passenger processing issues. This responsibility includes addressing passenger complaints. The PSR does not relieve the first line supervisor or other Customs officers of their responsibilities.

5. PROCEDURES.

5.1 The PSRs will maintain high visibility and access in the Customs passenger processing area between the control point and the exit. PSRs will ensure the "Customs Service Standards" and their photograph and telephone number are prominently displayed throughout the Customs area.

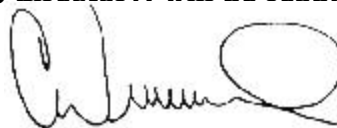
5.2 In locations where PSRs are established, the Data Accountability Tracking System (DATS) will be used as the local system of record keeping for PSR activities. Currently DATS includes: (a) number of complaints, (b) number of meetings, (c) outreach, (d) official protocol, and (e) surveys conducted. The PSR is responsible for recording the number of complaints from inbound passengers and official protocol encounters. The Ports are responsible for assuring all other areas of DATS are collected and recorded.

5.3 The PSRs shall participate in overtime in accordance with port policy. PSR overtime will be provided, as required, and upon the approval of the Port Director.

6. MEASUREMENTS.

6.1 The goal of the PSR Program is to provide 100 percent coverage during the peak traffic times. The Port Director is responsible for measuring the amount of time the PSR is available in the Customs passenger processing area.

6.2 All Passenger telephone complaints, where a telephone number is provided or is available through a telephone directory, will be responded to in one day.



**Assistant Commissioner
Office of Field Operations**

